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down after a pre-configured time. The pre-configured time may be based upon certain user input or some user inactivity. As a non-limiting example, if the user stops the presentation of a MOD title and the pre-configured time of inactivity expires, the session established to deliver the MOD title to the DHCT 16 of the user may be torn down as described above. When the user returns to the MOD channel the MOD application client 65 determines that there is a current rental but that no session exists. It then follows the steps described previously to set up a session with the VOD content server 22. If this session fails and the rental period is still active, the MOD application client 65 retries the session setup at different intervals based on the reason for the session setup failure. Additionally, a problem barker is displayed informing the user that the MOD service cannot be re-established and that the MOD application is retrying.

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**In the drawings:**

Please amend the drawings in accordance with the attached amended drawings, as indicated in red.

**In the claims:**

Please add the following claims.

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37. (New) A method for providing branding content to a user via an interactive media services client device coupled to a programmable media services server device, said method comprising steps of:
- implementing an active media session;
  - providing the user with a control option for said active media session; and
  - providing the user with branding content after said control option is activated.
38. (New) The method of claim 37, wherein said control option is from a group consisting of: play, stop, fast forward, fast rewind, and pause.
39. (New) The method of claim 38, wherein said branding content is only provided while said control option is active.
40. (New) The method of claim 38, wherein said branding content identifies a cable service provider.

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41. (New) The method of claim 40, wherein said branding content comprises graphical data.
42. (New) The method of claim 41, wherein said branding content contains a trademark.
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